

AOT In Action - Issue 281 - September 14, 2009



Dining at the Velvet Elvis Restaurant, Patagonia

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## Message from Director Sherry Henry

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Good morning,

Shamrock Foods just launched an exciting new campaign, [Dine 4 AZ](#), which encourages residents and visitors to experience the many incredible culinary opportunities that can be found throughout Arizona while contributing to our local economy.

As a key component to the Arizona tourism industry, the restaurant industry steadily contributes to the overall economic vitality of the state and helps draw millions of visitors to Arizona. In 2008, 37 million visitors traveled to the Grand Canyon State, spending \$18.5 billion dollars. This money was spent in travel destinations and local restaurants in all of Arizona's 15 counties.

AOT is thrilled to be able to support this new initiative as it will be sure to help promote the wide-variety of Arizona restaurants to residents and visitors.

For more information, please read the **Industry News** section below.

Have a great week.

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### AOT News

#### New Updates to AOT's Research Web site!

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov).

- 2008 Canadian Visitation - [Overall](#)
- 2008 Canadian Visitation - [Alberta](#)
- 2008 Canadian Visitation - [British Columbia](#)
- 2008 Canadian Visitation - [Ontario](#)
- [National Park Visitation May 2009](#)

For additional information or questions, please contact Melissa Elkins, Research Manager, at 602-364-3716 or via e-mail at [melkins@azot.gov](mailto:melkins@azot.gov).

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## AOT Events

### **Don't Miss AOT's French Sales Mission Opportunity!**

AOT will be conducting a three-day sales mission to France February 10-12, 2010. The Paris-based mission will take place immediately before the German sales mission (details below) and will be made up of trade and media appointments, an Arizona workshop and a hosted media lunch.

AOT has carried out an annual sales mission to France since 2006, which has resulted in the number of French tour operators featuring Arizona to increase from 64 in 2006 to 74 in 2009, a growth of 15.6%. This mission will once again be an excellent opportunity to further highlight Arizona to this important and growing European market.

The cost to participate:

- \$1,000 per delegate (excluding travel expenses)

Space is limited to eight partners and a lottery system will be implemented if necessary.

For additional information or a participation form, please contact Loretta Belonio at 602-364-3725 or via e-mail at [lbelonio@azot.gov](mailto:lbelonio@azot.gov).

### **Join AOT in a Sales Mission to Germany and Switzerland**

Germany is one of Arizona's key international markets. To further increase awareness of Arizona in this vital market, AOT will coordinate a sales and media mission to Germany and Switzerland in February 15-19, 2010. Switzerland's strong economy, and close proximity to Germany make it an excellent inclusion to the week-long mission.

This will be a joint trade and media mission, with separate appointments and meetings during the day followed by sponsored evening events in the key target cities. The mission will begin in Zurich and continue to Frankfurt and then divide, with the trade delegation going to Hannover and the media group going to Hamburg.

The itinerary will include product meetings and trainings at key tour operators for the trade and desk side appointments for the media.

The cost to participate:

- \$1,500 for each trade delegate
- \$1,250 for each media delegate (plus travel expenses).

Space is limited to eight partners and a lottery system will be implemented if necessary.

For additional information or a participation form, please contact Loretta Belonio at 602-364-3725 or via e-mail at [lbeldonio@azot.gov](mailto:lbeldonio@azot.gov).

#### **AOT on the Road in the UK**

AOT will carry out a sales and media mission to the UK in March 8-12, 2010. The joint sales and media four-day mission will begin in London and continue to Manchester and Glasgow. The itinerary will include product meetings and trainings at key tour operators for the trade and desk side appointments with the media, followed by sponsored evening events.

The purpose of the mission is to further increase Arizona awareness and help maintain a strong trade and media presence in this important and competitive market.

The cost to participate:

- \$1,500 per trade delegate
- \$1,250 per media delegate

Space is limited to eight partners and a lottery system will be implemented if necessary. To obtain more information or receive a participation form, please contact Loretta Belonio at [lbeldonio@azot.gov](mailto:lbeldonio@azot.gov) or 602-364-3725

#### **Upcoming Events & Activities**

##### **Savor Southeastern Arizona Press Trip**

Date: September 21 - 26

Location: Willcox, Bisbee, Safford, Chiricahua National Monument

##### **Arizona Showcase**

Date: October 8

Location: Hermosillo, Sonora, Mexico

##### **Arizona Media Marketplace**

Date: October 15

Location: Scottsdale Fairmont Hotel

##### **Travel Classics West**

Date: October 15 - 18

Location: Scottsdale Fairmont Hotel

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#### **Industry News**

##### **Shamrock Foods Launches “Dine4AZ” Campaign**

Last week Shamrock Foods launched a statewide public awareness campaign to encourage the public to help stimulate the economy by dining out at one of Arizona’s great restaurants. >>

[Read Full Article](#)

##### **Avis, Budget to Offer 100% Smoke-Free Fleet**

Avis Budget Group says that beginning next month, Avis and Budget rental vehicles in the U.S. and Canada will be smoke-free under a new policy that takes effect Oct. 1. >> [Read Full Article](#)

##### **More Hotels Than Ever Now Paying Commissions**

Guess what? More hotels than ever are paying agent commissions. And the vast majority of hotels

say agents are important partners. >> [Read Full Article](#)

#### **Passport Policy Hurting Business at U.S. Borders**

The number of people crossing the northern and southern borders into the U.S. has dropped sharply since a passport requirement began June 1, USA Today reports. >> [Read Full Article](#)

#### **TSA to Step up Screening for Powder Explosives at Airports**

The Transportation Security Administration said it will soon start additional screening for powder explosives at airport checkpoints but expects only a small percentage of powders will require the special screening. >> [Read Full Article](#)

#### **AH&LA Released Swine Flu Management Guide**

The American Hotel & Lodging Association has released "H1N1 Influenza Management in Hotels," a guide for lodging firms to use in managing H1N1 flu virus situations at their properties. >> [Read Full Article](#)

#### **Senate Approves Tourism Bill**

To the delight of the travel industry, the Senate Wednesday passed a bill establishing a \$10 fee for travelers to the U.S. The money will support a new agency to promote tourism. >> [Read Full Article](#)

#### **FED Report Sees Recession Ending**

The recession is ending and the economy is finally growing again. That's the message implicit in the Federal Reserve's latest survey of businesses around the country, which found economic activity stabilizing or improving in most regions. >> [Read Full Article](#)

#### **Hotel Occupancy Boosted by Discounting**

Hotel occupancy will likely gain strength in late 2009 and 2010, but profit will remain elusive as hotels continue to use heavily discounted rates to draw in more travelers, according to a revised U.S. lodging forecast from PricewaterhouseCoopers, due out today. >> [Read Full Article](#)

#### **UAL Joins 2nd - Bag Fee Parade for International Flights**

The lone U.S., carrier to buck the trend of charging international passengers to check luggage, United Airlines, is joining the fee-for-all. >> [Read Full Article](#)

#### **Driving Itineraries Growing in Number and Popularity**

The number of themed U.S. driving itineraries is growing, targeting everyone from bluegrass fans winding down Virginia's Crooked road to cheese heads nibbling their way along Vermont's Cheese Trail. >> [Read Full Article](#)

#### **Outlook for International Association Meetings Remains Strong**

Despite the recession, a majority of international association meetings have reported strong attendance at their gatherings this year, and only a slight drop in sponsorship and exhibition revenue, according to a survey of 120 association executives by the International Congress & Convention Association. >> [Read Full Article](#)

#### **NTA, Indian Tour Association Form Partnership**

The National Tour Association and the Indian Association of Tour Operators have announced a new strategic partnership. >> [Read Full Article](#)

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#### **Calendar of Events**

Visit [www.ArizonaGuide.com](http://www.ArizonaGuide.com) to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

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### Connect with the Arizona Office of Tourism

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